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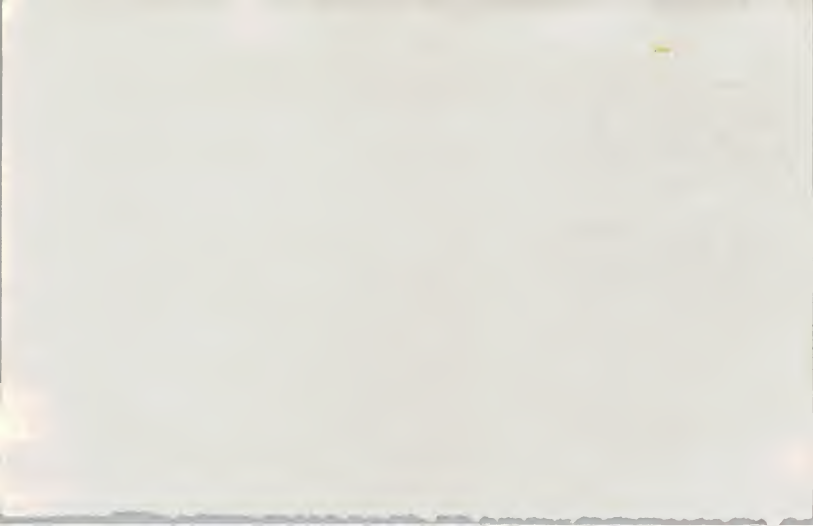Redmond, WA 98052

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Office Videotex System
Thank-You letter.

J-EOV

Thank you for your participation in our just completed study on Office Videotex Systems. As a token of our appreciation, I have enclosed the Executive Summary of key report findings and issued a $500 credit to your firm toward the purchase of the complete study!

Please take a moment to review the study contents provided and consider the benefits of purchase of the complete report.

The report purchase credit entitles you to save $500 on the standard fee of $1500 — you invest only $1000 for ~~a complete analysis of~~ this important analysis. The credit is effective through March 31, 1985.

Please let me know if we can be of assistance in your tactical or strategic planning efforts. We would be happy to respond to your Request for Proposal or provide further information about our on-going research + strategy services or individual INPUT studies.

Once again, thanks for your help.

~~Sincerely,~~
Best regards,

I. Steven Keros

THANK YOU LETTER

NON-SUBSCRIBERS

Thank you for your participation in our just completed study on Office Videotex Systems. ~~It has proven to be a most revealing and important project, particularly as appreciation for office videotex grows.~~

~~Enclosed, As a small~~ token of *our* appreciation, *enclosed* is the Executive Summary of the report. ~~(along with a print-out of the section most relevant to your firm).~~ ~~Also enclosed~~ is a Prospectus describing ~~the full report.~~

*The Executive Summary includes a ~~complete~~ description of the full report. Please take a moment to review the study contents.* As a participant in the research, you receive a $1,000 *and to consider purchase of the complete study.* allowance towards purchase of the full report which you may order by returning the attached form noting your "participant's credit."

Please let me know if there is anything we can do for you in this area. Our services as consultants are used by companies such as [COMPANY] in a variety of ways, and we would be happy to respond to your Request for Proposals or provide further information about our ongoing services to you.

Once again, thank you for your help.

Best regards,

*over.*

*So what does this say?*

- 1 -

OFFICE VIDEOTEX

II EXECUTIVE SUMMARY

## II EXECUTIVE SUMMARY

- This executive summary is designed in presentation format to help the busy reader quickly review key research findings and recommendations. It will also provide an executive presentation, complete with script, to facilitate group communications.

- The key points of the entire report are summarized in Exhibits II-I through II-5. On the left-hand page facing each exhibit is a script explaining that exhibit's contents.

**INPUT**

## A. A TECHNOLOGY IN SEARCH OF A MARKET

- After years of press coverage and industry promotion, pioneering consumer videotex services are now on-line.

    - Videotex has been heralded as a major step toward the electronic home.

    - Consumer acceptance of videotex, however, is not living up to the optimistic forecasts of IS industry watchers.

- Consumer videotex interactively delivers information and services to subscribers' television sets via telephone lines in an easy to use and graphically attractive format.

- Vendors are now promoting office-based videotex as a way of improving corporate information management. As recognition of the strategic importance of information grows, new methods are constantly being evaluated. Videotex may represent opportunities for cost-effective, time-saving applications in personnel, marketing, corporate communications, operations, and other functions.

INPUT

EXHIBIT II-1

# A TECHNOLOGY
# IN SEARCH OF A MARKET

- ● Consumer Videotex is Not Living Up To Forecasts

- ● Office Videotex Fits Specific Corporate Information Applications

INPUT
UEOV

## B.    WHY VIDEOTEX?

- It is unclear to many IS managers why office videotex is needed; however, some applications appear to justify the required investment.

- These applications can be categorized by the following criteria:

  - The need to provide information for a large number of occasional or casual users.

  - The need for an easy-to-use, interactive system.

  - The need for easy information creation and updating and the associated economies.

  - The benefits of attractive color graphics to enhance understanding and comprehension.

  - The need to access information other than that on the videotex system, including corporate data bases and outside information banks, thus sharing information resources.

  - The desire to introduce a nonthreatening "fun" technology as a first step toward office automation.

  - The desire for a pilot experience for possible future public or business-to-business services.

- Videotex meets these criteria as a means of managing and distributing specific categories of corporate information.

**INPUT**

EXHIBIT II-2

# WHY VIDEOTEX?

- For a Large Number of Occasional Users

- For Easy Information Creation and Updates

- For Easy Information Retrieval

- For Easy Comprehension

- For Sharing Information

- To Introduce Office Automation in a "Fun" Way

- To Gain Experience For the Future

INPUT
UEOV

## C. CERTAIN APPLICATIONS MAY NEED VIDEOTEX

- Applications suitable for office videotex are those requiring its updating ease and graphic capabilities; for example,

    - Frequently updated personnel manuals that otherwise would be out of date upon publication.

    - Illustrated procedures and repair manuals that continually need to be revised.

    - Telephone directories that are constantly being revised due to staff changes.

    - Electronic Mail, which otherwise would not be available to many in the company.

    - Price lists that are frequently changed.

    - Plant schematics showing cable installations, wiring, and duct work that would otherwise be difficult to locate.

- Applications not suitable for office videotex are those requiring a large amount of user interaction with the central computer; for example,

    - Repetitive data entry would be cumbersome on videotex.

    - End-user calculating and computing requires more computing power than videotex generally makes available to the individual user.

    - Programming and coding is also not suitable in a videotex environment for similar reasons.

    - Data manipulation and word processing are heavily interactive as well, and are not suitable for videotex.

**INPUT**

EXHIBIT II-3

# CERTAIN APPLICATIONS MAY NEED VIDEOTEX

| SUITABLE FOR VIDEOTEX | UNSUITABLE FOR VIDEOTEX |
|---|---|
| Manuals | Data Entry |
| Directories | Calculating/ Computing |
| Electronic Mail | Programming/ Coding |
| Price Lists | Data Manipulation |
| Schematics | Word Processing |

INPUT
UEOV

## D.     ECONOMICS AND TIMING ARE FAVORABLE

- A videotex starter system can be installed for approximately $60,000.

- Office videotex can be economically justified by printing cost savings and productivity improvements.

- Office videotex is less expensive than traditional data processing solutions to information management tasks.

- Company financial analysis is required to determine the break-even point, which is dependent on a number of company-specific variables; therefore, it is difficult to make general assumptions about videotex's appropriateness.

- Office videotex may be justifiable based on the company's need to do research and development for future applications.

- Videotex is a fairly advanced technology. While technological improvements and less expensive systems may become available, the benefits to be realized in the interim do not justify waiting, if there is a present need.

INPUT

EXHIBIT II-4

# ECONOMICS AND TIMING
# ARE FAVORABLE
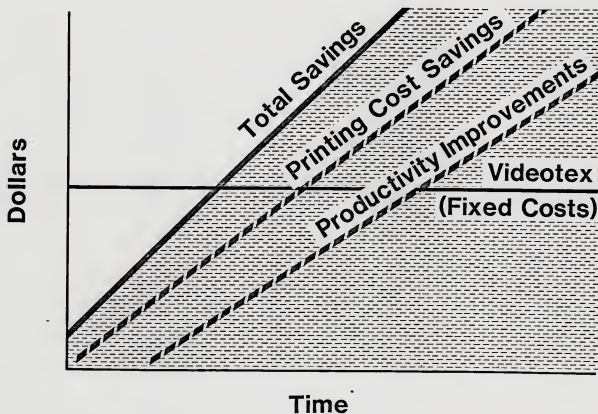


**Break-Even Point Depends on Company-Specific Variables**

INPUT
UEOV

## E. THE OFFICE: A HOME FOR VIDEOTEX

- Videotex represents a set of attractive features for specific office applications; however, less complex, nongraphic ASCII solutions may be better suited for some tasks.

- Existing equipment can often be used for an office videotex system, resulting in economies and multifunctional advantages, but IS management will need to allocate special resources for videotex implementation even when installing a turnkey system.

- The standards issue should not detract from the benefits and limits of videotex. Users do need to decide upon the standard that best fits corporate needs.

- Companies considering open consumer or business-to-business videotex services should consider office videotex as a learning experience.

- In environments experiencing or anticipating difficulty with the adoption of office automation, office videotex aids the transition to multifunction workstations and helps overcome computer phobia.

- INPUT points out to prospective users that implementation of easy-to-use text graphics systems may incorporate some of the features of videotex. By labeling the evolving conceptual framework as "videotex," internal marketing of office automation could be made easier.

INPUT

EXHIBIT II-5

# THE OFFICE:
# A HOME FOR VIDEOTEX

- Sutiable Applications Exist

- Existing Equipment Can Be Used

- Resource Allocation Is Required

- Standards Must Be Established

- Videotex Provides Learning Opportunities

- Videotex Can Serve As Transition Tool in Office Automation

- The "Videotex Concept"

**INPUT**
UEOV